ADVENTURE TEAM

Marlboro

SPECIAL ANNOUNCEMENT:
THE MARLBORO ADVENTURE TEAM PROMOTION HAS BEEN EXTENDED THROUGH FEBRUARY, 1994.

Thanks to you, the Marlboro Adventure Team has become one of the biggest and most successful programs in history. Already an estimated 8,000,000 smokers are saving Marlboro Miles.

With your help, the months ahead can be even better. Because now we have extended the program through February, 1994. And to keep consumer interest up and sales rolling, there's a new Gear Catalog coming in September.

Just take a few moments to put up the enclosed point of sale pieces to make sure your customers know they now have more time to GET THE MILES TO GET THE GEAR. And to keep things easy, order forms from previous catalogs will still be valid through February, 1994.

Thanks for your help. Together we can make one of the most effective promotions in history even better.

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